

**AN ANALYSIS OF ENGLISH-INDONESIAN TRANSLATION
METHODS IN PRODUCTS' LABEL**



**Submitted as a Partial Fulfillment of the Requirements for Getting Bachelor
Degree of Education in English Department**

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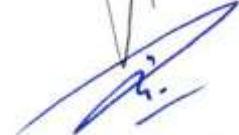
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Abstrak

Penelitian ini bertujuan mengidentifikasi metode penerjemahan dan kesepadanan pesan dalam menerjemahkan teks label produk kosmetik dan perlengkapan mandi. Penelitian deskriptif kualitatif ini mengambil data dalam bentuk kalimat meliputi deskripsi produk, cara penggunaan dan peringatan yang diambil dari beberapa merk kosmetik dan perlengkapan mandi seperti Unilever, Protect and Gamble, The Guardian, L'oreal Paris, dan Johnson and Johnson dengan menggunakan tehnik purposive sampling. Dalam menganalisis data, peneliti menggunakan teori metode penerjemahan oleh Newmark (1988) dan kesepadanan pesan oleh Nida dan Taber (1982). Hasil dari penelitian ini menunjukkan ada tujuh jenis metode penerjemahan ditemukan pada total 150 kalimat dalam Bahasa Inggris – Indonesia yang digunakan dalam menerjemahkan teks label produk. Hasilnya ditemukan metode penerjemahan semantic adalah metode yang paling sering digunakan dengan total 38 item atau 25,3%, diikuti dengan penerjemahan bebas (33 item / 22%), penerjemahan komunikatif (30 item / 20%), penerjemahan literal (22 item / 14,7%), penerjemahan setia (17 item / 14,7%), penerjemahan perkata (9 item / 6%) dan yang terakhir adalah penerjemahan idiomatic (1 item / 0,7%). Penelitian ini juga menunjukkan ada 109 (72,7%) kalimat yang diterjemahkan menggunakan kesepadanan dinamik, dan 41 (27,3) kalimat diterjemahkan menggunakan kesepadanan formal.

Kata kunci: penerjemahan, metode penerjemahan, kesepadanan pesan, label produk

Abstract

The aims of this study is to identify the translation methods and translation equivalences used in English-Indonesian translation of products' label especially cosmetics and toiletries. This study is a qualitative descriptive study which took the data in the form of sentences including description of content, direction, and caution from cosmetics and toiletries product label from several brands such as Unilever, Protect and Gamble, The Guardian, L'oreal Paris and Johnson and Johnson by using purposive sampling method. In analyzing data, researcher used the theory of translation methods by Newmark (1988) and the translation equivalence by Nida and Taber (1982). The results of this study indicate that there are seven types of translation methods found in a total of 150 sentences in English - Indonesian that are used in translating text on product labels. The result shows that semantic method is the most frequently used by 38 items or 25,3%, followed by free translation (33 items / 22%), communicative translation (30 items / 20%), literal translation (22 items / 14.7%), faithful translation (17 items / 14.7%), word translation (9 items / 6%) and the last is idiomatic translation (1 item / 0.7%). This study also found 109 (72.7%) sentences translated using dynamic equivalence, and 41 (27.3) sentences translated using formal equivalence.

Keywords: translation, translation method, translation equivalence, products label

1. INTRODUCTION

Label has purpose to make the consument understand about the massage and information of the products including ingridients, direction, and explanation about the product. Thus, information of the labels were made in various language based on where the product was made. In this globalization era, international trading becomes a common thing to full fill daily necessary in many country including Indonesia. For Indonesian people, it is hard to understand the information in the products label which are written in English, because English is not a daily language for Indonesia, either in spoken or written form. Because of that, translation in the label becomes very important part in order to help consuments to undertand the information in the label clearly.

According to Newmark (1988:5), Translation is sense transferring from one language to another, in which the result match with the aim of the writer. In this case translation has a function to facilitate the communication between consument and the produsen of the product. Because of that, the translation of the information in product label must be have the common border. The translation result is successful if the translated text can provide similar meaning to the original text (Newmark 48).

Translation also must concern about the contextual meaning , the grammar of the languages, coherence, and their indioms achieve equivalence between source and target language. Each transalator may be interpreted the massages and ideas of the film differently. So the capability of the translator will be tested as how good is he or she represent the massage of the film to the target language. This activity needs the transalation techniques as basic reference.

The translation text that will be inviestigated in this study is English – Indonesaian translation in cosmetics and toiletries products label and will be analyzing using the theory of translation by Peter Newmark. The researcher interested to analyze the translation method of English – Indonesian in products label because it is important for Indonesian people to get a clear information of a product that described in other language.

Regarding the research background, the problem raised by the researcher are follows: 1) What are translation methods used in English-Indonesian translation in

products' label? 2) How is the equivalence of meaning in English-Indonesian translation in products' label?

This research will focus only on finding out the types of translation method based on the theories from Newmark (1988) and identifying the meaning equivalence of English-Indonesian translation in products' label based on the theories of translation equivalence by Nida & Taber (1969). There are 8 translation method stated by Newmark (1988), they are Word-for-word, Literall, Faithful, Semantic, Adaptation, Free, Idiomatic, and Communicative Translation. The second, there are 2 equivalence proposed by Nida and Taber (1982) to analyze the equivalence in the translation, they are : Formal Equivalence, and Dynamic Equivalence.

Previous study related to this research has been carried out by some researcher. Lestari (2014) was conducted the research about translation methods used in "The Coords" movie subtitle. Nugraha, Rahman, and Nugroho (2017) also conducted a similar study about translation method used in the short story "A Bundler" by Anton Checkhov. Also, Afifah (2012) written a paper studied translation methods and procedures in the Aesop label. Same as this research, they used the theory of translation method by Newmark (1988) for analyzing the data but has difference in the data and data source. Another translation journal was published by Pangestu (2014) about the translation in food label's products and Anshori (2015) studied about translation of noun phrase from English to Indonesian on Unilever's Products. Thus, these previous study has similarity in data and data source but used different theory in analyzing the data. The last previous study is from Hayati (2014) who was conducted a study about dynamic equivalence with the data is translational texts of public signs. This study is related with second objectives of this research in using equivalence theory from Nida and Taber (1982)

2. METHOD

This is a descriptive qualitative research which try to identify the variation of translation methods of the products label and its translation and the equivalence of both SL and TL language. Sugiyono (2005) state, descriptive method used in

describing result of the research without make it boarder. The data in this study are English – Indonesian text in cosmetics and toiletries products label which collected with purposive sampling technique. Thus, the data taken from several brands from big companies such as Unilever from united Kingdom, Protect and Gamble from USA, The Guardian from Dairy Farm International Holdings in Bermuda, L’oreal Paris from Frence, and Johnson and Johnson from USA.

3. FINDINGS AND DISCUSSION

Based on the analyzed data the researcher found there are seven translation methods and two equivalence involved in English-Indonesian translation of product label.

3.1 Translation Method

The finding of this study show that all translation methods are used in English-Indonesian translation in Products Label except Adaptation. Semantic translation has the highest percentage with total number 38 text. The second is Free translation with 33 sentences and idiomatic has the lowest percentage. Newmark (1988) argued that regarding to two major purposes of translation , those are acuuracy and economy there are just two translation methods cn comply it; semantic and communicative translation.

3.1.1 Word-for-word Translation

According to Newmark (1988:45) word-for-word translation is tend to transfer massage from target language by it common menaing with out chane any gramaatical structure , the target language exactly placed under the source language. Below are the example of the data which are translated using Word-for-Word Translation Method.

Example :

SL : Doesn't over dry
TL : *Tidak terlalu kering*

In the sentence above, each word is translated word-for-word. It because of the structure of the original text the same with TL structure. The SL word translated one by one with the grammatical construction of TL exactly follow the SL. The translation above can achieve the meaning of the

declarative sentence which declares that the product doesn't make the skin over dry.

3.1.2 Literal Translation

According to Newmark (1988:45), literal translation is different from word-for-word translation only in considering TL grammatical structure in its result. But still, words are translated by their common meaning. In this translation method the sentence translate word by word, but the result follows the nearest grammatical structure of TL.

Example :

SL : For oily and combination skin
TL : *Untuk kulit berminyak dan kombinasi*

If we translate the sentence by using word for word, then the result will be “untuk berminyak dan kombinasi kulit”. While in the Literal method the word “kulit” placed in the front of “berminyak and “kombinasi. It is following the grammatical structure of Bahasa. There are no untranslated words in those samples above because the TL text transfers the entire message of SL text accurately. The TL of this translation can completely express the meaning that occurs in the SL that try to convey that the product is specialized for those who have oily and combination skin prone.

3.1.3 Faithful Translation

According to Newmark (1988:45) this method translating word from source language exactly follow the contextual meaning and writer motive. This method tries to reproduce the contextual meanings but remains bounded to the grammatical structure of SL.

Example:

TL : Do not stay too long under the sun light evenwhile using a sunscreen product.
SL : *Jangan berada terlalu lama di bawah sinar matahari walaupun menggunakan produk tabir surya*

The sentence above is an imperative sentence which is translating using a faithful translation method since it maintains the grammatical structure and contextual meaning from the source language. Here, the words “do not” is

translated into “Jangan” to follow the writer intention in the source language. Unlike if the sentence translated using literal translation, it will be “tidak melakukan” rather than “jangan” since the literal translation is translating the sentence word by word, with the grammatical construction adjust the target language. Thus, the target language can express the message of original text completely.

3.1.4 Semantic Translation

According to Newmark (1988:46) regarding the attachment to SL, this method is more flexible than the method of faithful translation. The term translated culture becomes easier for the reader to understand. SL aesthetic element is still prioritized but accompanied by a compromise that is still within reasonable limits.

Example:

SL : Leads to matte and smooth skin
TL : *Agar kulit tampak halus dan tidak mengkilap*

In its literal meaning, “leads” in Indonesia means “memimpin” or “mengantar, but if the result translated that way then it will be awkward, and doesn’t achieve the equivalence. Here the word “leads” translated into “agar” to follow the contextual meaning and to make the translation looks natural. The word “matte” which has meaning “dull and flat” is translated into “tidak mengkilap” in order to follow the contextual meaning and the writer intention

3.1.5 Free Translation

Newmark (1988:47) stated that free translation tries to reproduce the content of the original text into the target language without pay attention in its original form. In short, the text is paraphrasing, and adding with some supported information which doesn’t exist in the original text but still in the context. This translation method try to transfer general message in a different language.

Example:

SL : Helps boost skin’s natural whitening ability from deep inside
TL : *Membantu mencerahkan kulit dari dalam*

It can be seen, the words “boost”, “natural”, and “ability” are untranslated but the message of source language still can be received properly that this product helps make skin brighter. Thus, in this translation, the translator transfers the material of SL in such a way that the reader can easily understand the message with paraphrasing it shorter than the original.

3.1.6 Idiomatic Translation

There is only one sentence translated using idiomatic translation that are found in the total 150 sentences. The main idea of idiomatic translation is to find equivalent meaning of the term, expression, and idiom in TL language.

Example :

SL : Apply a pea-sized amount on cleansed face.
TL : *Gunakan krim seujung jari pada kulit wajah yang sudah dibersihkan*

This imperative sentence is trying to inform the consumer how to use the product in the right way. Here the term “pea-sized” is translated into “seujung jari” in order to follow the cultural context of the target language. The term “pea-sized” if translated literally will be “ukuran kacang”, then the translation will be unnatural. The term “seujung jari” in Indonesian is equivalent to the term “pea-sized”. So this translation result can deliver the information from the original text properly.

3.1.7 Communicative Translation

Newmark (1988: 47) argued, communicative translation tend to translate a text in its social function. This result of this translation is natural, clear, and brief like it is not a translation result. This method taking care of communication principle and try to give the same effects to the reader but not translating freely like free translation.

Example:

SL : Experience your spot-less rosy white skin.
TL : *Untuk kulit tampak putih merona noda tersamarkan*

The translation of the sentence above is included in communicative translation because both the TL language can provide the meaning from SL in such a way that maintains the communication principle, tends to be simple,

clear, and brief but not freely translated the information that shows the product makes skin spot-less rosy white. In this case, the word “experienced” is translated into “untuk” which holds the same effect of the original context that is intended in the target language. The calculation of the first research question is presented as the findings in the following table.

Table 1 . The amount and percentage of english – indonesian translation methods

No.	Translation Method	Amount	Percentage
1.	Semantic	38	25,3%
2.	Free Translation	33	22%
3.	Communicative	30	20%
4.	Literal	22	14,7%
5.	Faithful	17	11,3%
6.	Word for Word	9	6%
7.	Idiomatic	1	0,7%
8.	Adaptation	-	0%
	TOTAL	150	100%

3.2 Translation Equivalence

Concerning the second research question about the equivalence of translation products label, the result shows that there were 109 (72,7%) Dynamic equivalence exists in a total number of 150 items, and the other 41 (27,3%) are included into Formal equivalence. Here, the dynamic equivalence exists in various translation method, they are semantic, free, idiomatic, and communicative. While, the formal equivalence was existed in word-for-word, literal, and faithful translation.

3.2.1 Formal Equivalence

Nida and Taber (1982) said formal equivalence try to remain the original text form and context without pay attention to the structure and cultural aspect of the target language and its receptors. The translator ideas are not necessary for this equivalence.

Example :

SL : Contains micropuff which are 10 times smaller than scrub to penetrate the pores.

TL : *Mengandung micropuff yang 10x lebih kecil dari scrub untuk masuk ke dalam pori-pori*

The sentence above included into formal equivalence and translated using faithful translation. It is because the sentence in target language above remain the grammatical structure of the original text, since the grammatical structure of source language and the target language is same. The word order of TL is exactly the same with SL, with the term meaning adjust the source context. The words “ micro puff” and “scrub is not translated because there is no meaning in Bahasa which have a common border and can express the message of the original text.

3.2.2 Dynamic Equivalence

Nida and Taber (1982) argue that the essence of dynamic equivalence is in how the target language receptor can understand the message as same as the receptor of the original text. This equivalence is aimed to find the closest equivalent meaning of source language and try to reproduce the message in target language grammar, lexicon, and cultural reference in order to make the result of translation natural.

Example:

SL : Apply a pea-sized amount on cleansed face.

TL : *Gunakan krim seujung jari pada kulit wajah yang sudah dibersihkan*

The sentence above is translated using idiomatic method and included into dynamic equivalence. It can be seen from the term “pea-sized” which has literal meaning “ukuran kacang polong” is translated into “seujung jari” because it follows the translator ideas in order to make the result of translation can be understood by the receptor easily by its common meaning in the target language. The calculation of second research question is presented as the findings in the following table.

Table 2. The amount and percentage of english – indonesian translation equivalence

No.	Translation equivalence	Ammount	Precentage
1.	Dynamic Equivalence	109	72,7%
2.	Formal Equivalence	41	27,3%
	TOTAL	150	100%

4. CONCLUSION

From the findings, it can be concluded that there were seven translation methods used in the English-Indonesian translation in cosmetics and toiletries products label. It was found that Semantic translation was the most applied procedure in the film (38 items or 25,3%). It was followed by Free translation (33 items or 22%), Communicative (30 items or 20%), Literall (22 items or 14,7%), Faithful (17 items or 14,7%), Word-for-word (9 items or 6%) and the last is Idiomatic translation with just 1 item or 0,7%. Then, concerning the second research question about the equivalence of translation products label, the result show that there were 109 (72,7%) Dynamic equivalence exist in total number of 150 items, and the other 41 (27,3%) are included into Formal equivalence.

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